

August 28, 1950

Mr. Herbert Yahraes
R.F.D.
Stanfordville, N. Y.

Dear Mr. Yahraes:

What is the present status of our collaboration? Have you heard anything further from Collier's with regard to the three articles on aging, and when do they plan to have them appear? Is there anything further for me to do? Is the time ripe for me to see Mr. Danson, or will that interfere with your plans?

I am particularly concerned about our article on Bachelors and Spinsters. Could you send me a copy of the article, if you have one, because if Collier's is not going to use it, I may be able to dispose of it somewhere else. If you have no copy, please send me the original, and I will have a copy made for you.

I would be obliged if you would let yourself out and tell me just where matters stand on this whole operation.

Sincerely yours

Atlanta 6283

131 Twelfth St., NE
Washington, D.C.

Sept. 2, 1950

Dr. Louis I. Dublin
Statistician and Second Vice President
Metropolitan Life Insurance Co.
New York, N.Y.

Dear Dr. Dublin:

Here's the situation:

The Collier's editor handling the old age articles will be back from vacation next week. She hoped the articles would be rewritten by that time so she could get a decision on them (she herself seemed to like them in general but thought they needed much more material than we offered).

I have been after this additional material and much of it is now in. To fill one of the gaps Collier's pointed out would require a trip to Boston. I expect to hear next week whether or not the magazine wants me to make that trip.

I see little hope of getting all three articles rewritten before mid-September at best. But I'll try.

If there were anything further I could see for you to do, I'd say so. But most of the information Collier's wants deals with specific programs scattered over the country.

The last I heard of Mr. Denson, some weeks ago, he was in Korea. If he has returned, I see no reason why you shouldn't see him.

B [The article on Bachelors and Spinsters is enclosed, and I wish you the best of luck in placing it.

I hope this clears up the situation. This is the longest-drawn-out writing operation I've engaged in, and I've had to go badly in debt as the result. But I think things will work out well.

Sincerely yours,

Herbert Yahraes
Herbert Yahraes

when
I'll let you know ~~in a moment~~ I leave here -- probably
ten days from now.

September 6, 1950

Mr. Herbert Yahraes
c/o Mr. Henry J. Brzezanski
131 - 12th Street, N. E.
Washington, D. C.

Dear Mr. Yahraes:

I have just talked to Miss Hirsh at Collier's, and she has permitted me to pass on this good word to you.

She is well impressed with the three old age pieces and believes that everything will be O.K. with regard to them as soon as you get them in to her. Of course, you will send me copies so that I, too, can give them a once-over at that time.

Equally important is what she told me with regard to the other three pieces. They are still very much in the picture, but somewhat delayed by the exigencies of the present emergency. She thinks that you will be able to go right on with these three additional pieces as soon as those on old age are out of the way. You apparently have a very good friend in Miss Hirsh.

I was delighted to talk with her and was reassured that everything would be as originally planned in my earlier conference with Mr. Denson. Don't you want me to return the Bachelor and Spinster manuscript so that you may organize your thought on this piece as you get opportunity to do it?

Sincerely yours



DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
PUBLIC HEALTH SERVICE

NATIONAL INSTITUTES OF HEALTH
BETHESDA, MD. 20014
AREA CODE 301 TEL: 656-4000

JUN 3 1966

JD

Louis I. Dublin, Ph.D.
425 Alberta Drive
Winter Park, Florida 32789

Dear Dr. Dublin:

Thank you for your letter of May 4, 1966. I appreciate your interest and concern for the "We Care" program of the Orlando Suicide Prevention Center. Mrs. Pennington is indeed to be commended for her devoted effort to provide a helping service for this very real public health problem.

As you may know, the National Institute of Mental Health is in the process of establishing a Center for the Studies of Suicide Prevention. Some of the NIMH staff present at the recent Workshop on Suicide Prevention in Orlando will become the nucleus of this Center. At the present time, however, the Center is only barely operational. It will have no funds for grants of any type until next year.

The Mental Health Project Grants program at the National Institute of Mental Health can make grants for investigations, experiments, demonstrations, studies and research where these would contribute to new knowledge. The review process for proposals submitted to this program takes about six months. I am enclosing a brochure describing the program for the information of Mrs. Pennington.

The Center for the Studies of Suicide Prevention, when it becomes fully operational, and the Mental Health Project Grants program are the programs at NIMH to which Mrs. Pennington might apply. Unfortunately, no awards can be made outside of the regular grant mechanism, no matter how valid and clear the need.

If I can be of any further assistance to you, please let me know.

Sincerely,

Stanley F. Yolles, M.D.
Director

National Institute of Mental Health

Enclosure

May 4, 1966

Stanley F. Yolles, M.D., Director
National Institute of Mental Health
Public Health Service
Bethesda, Maryland 20014

Dear Dr. Yolles:

Because I live here, I have been in touch with the organization of "We Care", the Orlando Suicide Prevention Center, from the very beginning. I have been greatly impressed with the skill and devotion of the leading spirit in this operation, Mrs. Jean Pennington. She has moved unerringly in this rather delicate field, has chosen and trained a large corps of volunteers and, apparently, now has a going concern which is a source of pride to all of us connected with the work. As might be expected, this has attracted the attention of many other cities in Florida, and Mrs. Pennington and Dr. Richard McGee of the University of Florida have visited many centers in the state and have stimulated the organization of a number of suicide prevention units. In fact, the entire state of Florida is in a flurry over the suicide problem, all of it emanating, as I believe, from the initial launching of "We Care" in Orlando.

All of this has been accomplished with virtually no funds, except what Mrs. Pennington has been able to raise among her friends. The local Mental Health Association, with which "We Care" is affiliated, has no funds to support the suicide prevention effort, although it receives a great deal of prestige because of it. This is what gives me great concern. Obviously the work cannot continue on the current basis any longer.

It has, therefore, seemed to me appropriate and timely to call this situation to your attention, and particularly because "We Care" is becoming more and more a training center for the other efforts which are developing throughout the state. I would hope that NIMH could make a grant of, say, \$5,000, covering the rest of this year, to give Mrs. Pennington and her associates an opportunity to put the work they are doing on a sounder financial basis which, I am assured, she will be able to do, provided the work can go on for the balance of 1966. The grant would be to support the training work in which they are engaged and would cover the expenses that are always incidental to an effort which brings together people from various parts of a state. I sincerely hope you will find it possible to give this recommendation of mine favorable consideration. Your representatives from NIMH were at a recent all-state conference and, I am sure, will confirm all that I have said with regard to the value of the work that is being done here.

Cordially yours,

Louis I. Dublin

ZENDER-BROWNE

DERRY ROSK

23 LOVELL ROAD

CAMBRIDGE

ENG.

June 27, 1952

Dear Dr. Dublin;

Through the years I have read with interest and profit the results of your investigations of those insured with The Metropolitan Life Ins. Co. My thanks to you for these permanent contributions to scientific knowledge.

You may have forgotten the Browne, who with you, taught first-year boys in "physiology and hygiene" at Commercial High School, Brooklyn in 1905-'06. You also taught biology while I gave physical training to all grades in the gymnasium. Frank Moore was principal of the school. Later I transferred to Flushing High School, and much later came the war of 1914-18 and I entered the U.S. Army. I was commissioned ~~at~~ as a Captain in the Infantry and soon was made Commandant ^{Camp Gordon Ga.} of a School of Bayonet Fighting and Physical Training at ~~with~~ a teaching staff of about a hundred officers and ~~and~~ all under the Army General Staff. ~~We~~ ^{They} trained officers who were to supervise these activities in the forty or so military camps throughout the country. For this job, Secretary Baker sent me a letter of commendation. ~~At~~ At the end of the war I spent nearly a year in Washington in the Surgeon General's Office supervising the rehabilitation of the wounded by officers in the various centres trained in our Camp Gordon School.

Then I became a Professor of Hygiene in the University of North Carolina, soon followed by a similar job in Princeton University for eight years.

For almost twice the salary, I left college work for an appointment as head of department in New York City High Schools. As I got pension credit for ~~all~~ my army service, my college teaching, as well as my N.Y. High School teaching, I was able to retire.

Because of a crook in New York City with the same name & initials as mine and likewise another
T. J. Brown in Cambridge, we legally by deed put ~~and~~ took my wife's name. Z-B.
If you have a full report printed of ~~the~~ your study we should like to purchase it.

at sixty. As my wife has cousins in the teaching and administrative staff of ~~University~~ Cambridge. University, we were accustomed to spending our summers here, so were well acquainted. Hence we bought a house and settled here with our two daughters, who had received most of their education in English schools. They have married well to Englishmen of high standing, and we now have six grandchildren to entertain us and hold us to England. We still have strong ties with the U.S.A. and every five years or so go back to see our brothers and sisters and their families over there. Of course we retain our American citizenship, it will always our home-land, which we love. "TIME" under "Medicine" June 23 52 issue, gives me and others proof of the danger, through your investigations, of acquiring the "middle-age spread". No doubt you are holding your own weight to the safe mean. I know I am, thanks to a poor stomach and frequent indigestion. At college I played football at 145 lbs, stripped. I have still the same weight at seventy-eight, height 5'7 1/2". My wife of 5'4" height, as a result of reading your study, is starting to "diet off" her six pounds surplus. Nothing is said in the article about the weights being taken "stripped", but I presume this was the case.

The next time you visit England, give us the pleasure of entertaining you in our guest room. We should be delighted to have you. We have just moved from our old fourteen room house to a five room house because of the servant scarcity.

I do not know whether you have ever visited Cambridge but the 18 to 20 colleges with their medieval buildings, and the River Cam flowing along the "Backs" is surpassingly beautiful. Just now the town, as usual, is filled with Americans. We feel at home listening to their accents, and guessing their home states.

Cordially
T. J. Zander-Brown

Zender-Browne
"Derry Rusk"
23 Lovell Road
Cambridge, England

PC 4

June 27, 1952

Dear Dr. Dublin:

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Cordially

(signed) T. J. Zender-Browne

Because of a crook in New York City with the same name and initials as mine, and likewise another T. J. Browne in Cambridge, we legally by deed poll took my wife's surname. If you have a full report printed of your study, we should like to purchase it.

Z-B

July 9, 1952

Mr. T. J. Zender-Browne
"Derry Rusk"
23 Lovell Road
Cambridge, England

Dear Mr. Zender-Browne:

Your letter of June 27th to Dr. Dublin arrived while he is away on vacation but I shall send it along to him. In the meantime, I am sending you copies of the publications upon which the story in "Time" was based. In the studies that we make the heights and weights are taken in ordinary dress. These studies are made on persons accepted for insurance, and in taking the weights at insurance examinations we ask only that the outer clothing be removed.

If you have any other questions after reading this material, please write us.

Sincerely yours,

13-4

Herbert H. Marks

Desirable Weights for Men
Desirable Weights for Women
Mort. Among Insured Overweights in Recent Years
Obesity and Its Relation to Health and Disease
Influence of Overweight on Health and Disease

Kup

August 4, 1952

Mr. T. J. Zender-Browne
"Derry Risk"
23 Lovell Road
Cambridge, England

My dear Mr. Zender-Browne:

On my return from vacation, I find your very cordial letter of July 27th. I also note that my colleague, Mr. Marks, has sent you a number of reprints of our various publications on the subject of obesity and overweight.

It is very good to have word from you recalling those far distant days when you and I taught in Brooklyn. It is remarkable that you should remember so many details going back nearly a half century. I am very glad to know that you have had such an interesting and useful career, and that you are comfortably spending your days in good old England. I love the country and have many friends there. I look forward with pleasure always to spending a holiday in Britain, and when my wife and I come there, we shall take great pleasure in looking you up.

I am, with best wishes.

Sincerely yours,

October 28, 1940

Mr. Louis J. Zettler
Superintendent of Agencies

Please note the attached correspondence with reference
to Mr. Werner Totzek.

In the light of this situation, what would you advise
me to recommend to Mr. Totzek? I believe him to be a thoroughly
honorable and reliable person who, if appointed in one of the
Philadelphia districts, would give a good account of himself.

LD

.....
Third Vice-President
and Statistician

R 7302

ZILBOORG

BUTTERFIELD
8-8181

GREGORY ZILBOORG, M. D.
14 EAST SEVENTY-FIFTH STREET
NEW YORK CITY

January 9, 1936.

Dr. Louis I. Dublin,
Third Vice President and Statistician,
Metropolitan Life Insurance Co.,
New York City.

Dear Dr. Dublin:

Your letter just reached me and I appreciate your very kind response to the announcement of the organization of the Committee for the Study of Suicide.

Your suggestion about "To Be or Not to Be" is both interesting and attractive and I shall naturally submit it to the Committee.

The newspaper item about our organization was unsolicited and came out as a result of the official registration at Albany. We are now preparing a more factual outline of our program and hope that our work will be given more tangible form in the next few weeks at which time you will hear from me again.

With kind regards, I am

Yours sincerely,

Gregory Zilboorg

THE MACMILLAN COMPANY • 60 FIFTH AVENUE, NEW YORK 10011

TELEPHONE: 620-4500

August 20, 1964

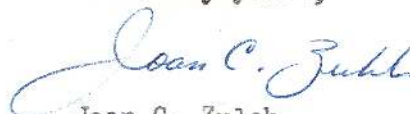
Dr. Louis I. Dublin
Weston Road
Georgetown, Connecticut 06829

Dear Dr. Dublin:

A brief note to acknowledge your letter of 8/17 and the enclosed directions for the preparation of charts 4 to 22 for the FACTBOOK.

I expect to be in my office on Friday afternoon, August 28, and look forward to seeing you and receiving the remainder of the manuscript.

Sincerely yours,



Joan C. Zulch
Editor, Medical Department
College and Professional Div.

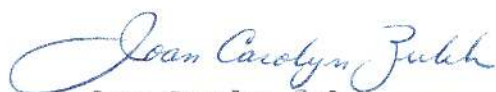
September 14, 1964

Louis I. Dublin, Ph.D.
c/o Mrs. George Marshall
800 Bel Air Road
Los Angeles 24, California

Dear Dr. Dublin;

A brief note to inquire about the manuscript for the "Selected References." As I came to the end of my review of your material for FACTBOOK ON LIFE, I was a little surprised not to find this important section. If the bibliography was typed but not included with the second half of the manuscript, perhaps your wife will be able to locate it and mail it to me; if you have not yet finished your compilation for this section, I am hopeful that you will give it your immediate attention. As you know, you and we would be roundly criticized if the book were to appear without a bibliography.

Sincerely yours,



Joan Carolyn Zulch
Editor, Medical Department
College and Professional Div.

cc/ Mrs. Dublin

ansd 9/16

September 28, 1964

Miss Joan C. Zulch
Editor, Medical Department
College and Professional Div.
The MacMillan Company
60 Fifth Avenue
New York, N. Y. 10011

Dear Miss Zulch:

On my return from Los Angeles, I found the draft of the document I referred to giving the reasons why I did not think it was necessary to prepare a bibliography for the book and I am enclosing it herewith. I hope you can make out my scrawl. As I look over it now, what weighs most heavily with me is the fact that a real bibliography, one that would give distinction to the book, would need to be 25 or 30 printed pages long. I certainly consulted a very long list of books in the process of preparing the manuscript. I believe that the preparation of such a bibliography would take a long time and would only duplicate what has been prepared by other writers on population problems, sociologies, public health and medical works and a wide variety of other topics covered by our book. Furthermore, I have a very strong reason for believing that those who used our book in the past very rarely utilized the bibliography which we printed. I, therefore, sincerely believe that to prepare a makeshift or truncated bibliography at the present time would be a waste of time and serve no very useful purpose.

But, as I say in the last sentence, I am open-minded enough to await your best judgment and I shall look forward to talking with you next week at the exhibit of the American Public Health Association. We can then come to a mutual understanding of what it is best to do.

Sincerely yours,

Enc:

More

Bibliography

Note - telephoned Tom
11/6 - He called Zulek
found she had not heard
of Dad's illness. Tom

will add his items
to bibliography &
send directly to J.Z.

Any changes or ts
can be made on
proofs. EDM

November 9, 1964

Dear Miss Zulch:

In accordance with my phone conversation from Boston with you on Friday, I am forwarding a preliminary draft of the "General References" prepared by my father immediately prior to his present illness. May I suggest that as soon as you have reviewed the draft you call me here at the NIH (301-496-3531). We could then reach an understanding on how this element of the book can be developed into final form with minimum demands on my father's limited energies and resources during his convalescence.

We all regret that the news of my father's temporary incapacitation failed to reach you. He is now recuperating at home and our latest report indicates that he has already made considerable progress in rereading the edited manuscript. Part of this is, I understand, being returned to you in the next few days ready to be set in type.

It is my hope that while the text is being printed there will be ample time for him to screen his source material again and then send on to you final copy of the listed references to be included in the volume. I shall help him as much as possible in this effort.

Sincerely yours,

Thomas D. Dublin, M. D.
Chief
Epidemiology and Biometry Branch, NIAMD

Miss Joan Zulch
Medical Editor
The Macmillan Company
60 Fifth Avenue
New York, N. Y. 11011

SPECIAL DELIVERY

cc: Dr. Louis I. Dublin

Dear :
I hope this is satisfactory
I'll call you right after
I've talked with Miss Zulch
hopefully later this week
Love
Tom

WEST
TELEGRAM

WESTERN UNION
TELEGRAM

WESTERN UNION
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SSA047 A CDU036 NL PD FAX CD NEW YORK NY 5

1964 NOV 6 AM 8 07

DR LOUIS DUBLIN

425 ALBERTA DR WINTER PARK FLO

YOUR BOOK SCHEDULED FOR COMPOSITION BEGINNING NEXT WEEK. HOWEVER,
WILL NOT BEGIN WITHOUT BIBLIOGRAPHY. PLEASE TELEPHONE COLLECT
(620-4237) TO EXPLAIN DELAY IN MAILING THIS MATERIAL

JOAN C. ZULCH

THE MACMILLAN CO.

Monday, October 26, 1964

Dear Tom:

Your father dictated the following letter to you, after he came up from having his X-rays this morning:

"If you are finished with the bibliography (for the book) which I let you have, please send it to Miss Caroline Zulch (just noticed that her correct name is Miss Joan C. Zulch) Editor Medical Department, The Macmillan Company, 60 Fifth Avenue, New York, (N.Y. 10011)."

He dictated a second letter which seems to be the suggested text for your letter to Miss Zulch:

"Because of my father's illness, he asked me to review his bibliography for the book. Both my sisier, Mrs. Keyserling, and I have gone over it and have gotten such help as they thought necessary. We hope it is now in good shape."

The X-ray process seemed to go off all right this morning. They will not have results until later in the day, but probably I shall mail this letter to you in the meantime and let you know if there is anything special by phone.

Your father sat in a chair going and coming and a short time thereafter, and may now sit up in a chair for 20 minutes three times a day, and add to his diet. He was quite tired after returning to bed, and after dictating the above letters, went to sleep for a time. He seems none the worse for his getting out of bed by himself to go to the toilet yesterday afternoon.

When I spoke with young Dr. Prince, who was around at the time of the X-raying, after the process was completed, he mentioned that should the X-rays show an ulcer, it can be treated medically and this is what would be done. He apparently spoke in no uncertain terms to your father about getting out of bed on his own. Dr. Prince, being an understanding young man, said to me in regard to your father's activity, "You can't treat a stallion like any other" -- I did not catch the last word.

Love to all of you.

December 23, 1964

Miss Joan C. Zulch
Editor, Medical Department
College & Professional Division
The Macmillan Company
60 Fifth Avenue
New York, New York 10011

Dear Miss Zulch:

I am sending you enclosed a revised bibliographic list. This has had the careful study of my son, Dr. Thomas, of NIH, and my daughter, Mary, of the Bureau of Labor. I think it includes all of the sources used during the preparation of the revision and some important items in addition. I believe this is a fair working basis for any careful reader of the book who wants to follow through in a personal study of the material.

I hope you will find this edition of the bibliography in good form and that you will send it on for type-setting.

I want to take this occasion also to thank you for your very friendly card and solicitude during the period of my illness. You and Mr. Hunter have both been wonderful and I appreciate this, of course, very much. The last word from my physicians is encouraging but I must continue to be patient in awaiting the return to my former state of good health.

With best wishes for the Holiday Season, I am,

Sincerely yours,

Louis I. Dublin

September 29, 1964

Louis I. Dublin, Ph.D.
Weston Road
Georgetown, Connecticut 06829

Dear Dr. Dublin;

I have at hand your letter of 9/28 as well as your penciled memo concerning the pro's and con's of including references in FACTBOOK ON MAN. May I refer you to my letter of 5/3/63, wherein are summarized the various topics covered in our 4/24/63 luncheon. As will be noted, we discussed the possibility of including the specific references at the ends of the chapters and leaving the general references at the end of the book.

Quite obviously it is no longer possible or practical to consider putting the specific references at the ends of the chapters; the Ms is being edited and composition will be requested in the near future. However, the general references (totaling two book pages) ^{are} quite another matter. They can be compiled, edited, and updated without too much difficulty. Should they not be included in the new edition, your publisher and you would be subject to a bit of criticism.

As mentioned previously, I must attend two meetings next week. Whereas I start off at the American College of Surgeons meeting in Chicago, I fly back on Wednesday afternoon for the American Public Health Association meeting. Thus, I shall be at the Macmillan booth at the New York Hilton late Wednesday afternoon as well as Thursday afternoon.

Sincerely yours,

Joan C. Zulch

Joan C. Zulch
Editor, Medical Department
College and Professional Division

P.S. I am returning herewith miscellaneous sections of your manuscript (the handwritten sections), which were typed in this office prior to the "turnover" of the manuscript.

January 18, 1965

Miss Joan C. Zulch
Editor, Medical Department
The Macmillan Company
60 Fifth Avenue
New York, New York 10011

Dear Miss Zulch:

Now that the page proofs are almost due, would this not be a good time to explore some possibilities for extending the use of our book even before publication? I can recall that at the time of our first edition, contacts were made by Mr. Seale with certain magazines which bought the privilege of reprinting parts of the book.

I personally saw Mr. Wallace, the editor and owner of The Reader's Digest, and he gave long consideration to this very idea of using one or more of the chapters. Although he finally decided against it, he might think differently this time. Perhaps the most promising lead is in connection with the Metropolitan Life Insurance Company. They bought about 1,000 copies of the first edition at a sizable discount for their officers and office managers. A very interesting circular letter was prepared in making the offer (copy attached). I think the present president, of the company, Mr. Gilbert W. Fitzhugh, should be seen and the matter discussed with him. He and I have been good friends and I am sure he will give careful consideration to the suggestion.

I shall be interested in your reaction to these suggestions.

Sincerely yours,

Louis I. Dublin

Enclosure

April 15, 1965

Miss Joan C. Zulch
Editor, Medical Department
The Macmillan Company
60 Fifth Avenue
New York, New York 10011

Dear Miss Zulch:

In my last talk with Mr. Hunter he gave me the definite impression that the book would be out at about this time. You can well understand that I am curious to see how it finally shaped up and, equally important, to arrange for copies to be sent to my colleagues listed in the Preface, who, in many cases at considerable personal sacrifice of time, went over the text of the chapters and gave us the benefit of their expert knowledge. They were in no case compensated and it would seem to me a very generous and appropriate act on the part of Macmillan to make available to me copies which I could inscribe and so acknowledge our indebtedness to them. I need hardly point out that their names lend considerable prestige to the book. I hope you will agree with me.

I have a strong suspicion that if I asked them to comment on the volume, they would give us something which we could use very constructively in our publicity. Such comments would certainly be worth the price of a book for, as I have said, their authority is of the very highest.

Cordially yours,

Louis I. Dublin

May 11, 1965

Miss Joan C. Zulch
Editor, Medical Department
The Macmillan Company
60 Fifth Avenue
New York, New York 10011

Dear Miss Zulch:

Dr. Stanhope Bayne-Jones' address is
2330 Massachusetts Avenue, N.W.
Washington, D.C. 20008.

I need hardly tell you how gratified I am by your decision to send complimentary copies to the collaborators on the book named in the preface. If you will let me know when the books go out to them, I shall follow up with a line, expressing my gratitude to them and also the hope that they have found the book to their liking.

The six author's copies have just arrived and they look beautiful. I would be obliged if you would send me six additional copies and charge them against my royalty account.

Sincerely yours,

Louis I. Dublin

P.S. I am sure you have prepared the usual blurbs for the book and I would appreciate a small supply

May 27, 1965

Miss Joan C. Zulch
Editor, Medical Department
The Macmillan Company
60 Fifth Avenue
New York, New York 10011

Dear Miss Zulch:

Now that the official publication date of our book has passed, I feel a little freer to write to you with regard to it. There are a number of open questions which have not been answered.

- 1) Have the copies gone out to the collaborators mentioned in the preface? I have not written to them as planned - I want to be sure that they have received their copies.
- 2) Have the officials of the Metropolitan Life Insurance Company been contacted, as I have previously suggested? In 1951 they ordered about 1,000 copies which they distributed among their managers and Home Office executives. I am very confident that this edition is equally important for their field and Home Office personnel and I would consider it a grave mistake not to get in touch with either the president or someone he would designate in his stead.
- 3) May I ask for a word as to your plan for reviewing and advertising the volume? I have such close contact with the groups that are likely to use the book that I would feel overlooked if my advice and suggestions were not asked.
- 4) Would you be good enough to send me six additional copies. The volume is very popular with members of my family whom I cannot deny. I shall be glad to send you my check.
- 5) Would you send me a small supply of the circulars which I am sure you have prepared for your mailings. They can be shown to advantage in our local book shops, etc.

I am,

Sincerely yours,

Louis I. Dublin

June 10, 1965

Miss Joan C. Zulch
Editor, Medical Department
College and Professional Division
The Macmillan Company
60 Fifth Avenue
New York, New York 10011

Dear Miss Zulch:

Thank you for your note of June 7th. It is gratifying to know that things are moving forward and that promotion plans are being carried out according to schedule. I must say, however, that I am gravely disappointed with the release associated with the name of Edwin Sader, announcing the publication date and describing the book. I am confident that you had nothing to do with it because no one with your skill would be found guilty of anything as inane and misdirected as this promotion piece. To have produced a book in which the most important items were the number of bicyclists killed in collisions and the other few items singled out for mention would not have taken my three years of hard work. Letters from real people, like the fifteen collaborators whom we supplied with the book, have immediately caught the spirit of it and speak of it with real praise and understanding. What The Macmillan Company has so far released, if received by me as a buyer of books, would have resulted in its being thrown into the waste basket.

I have written thus with great pain and humiliation, for had I seen this effort in its making, I would have choked it off and, if necessary, reached your president. You certainly can and should do better by me in issuing a description of the book which more adequately catches the spirit of it and which you caught when I brought the manuscript to you and often expressed in our several conversations.

Sincerely yours,

Louis I. Dublin

P.S. Would you be good enough to send a copy of the book to
Mr. Irving Mushlin
General Director
New York Tuberculosis and Health Association
260 Park Avenue South (10010)

This Association is arranging for a sizable prize to the author of the best manuscript on tuberculosis and I have told them to give consideration to our chapter on the subject in the competition. Please tell me when the book has been sent - I can then write to Mr. Mushlin.

June 7, 1965

Louis I. Dublin, Ph.D.
425 Alberta Drive
Winter Park, Florida

Dear Dr. Dublin;

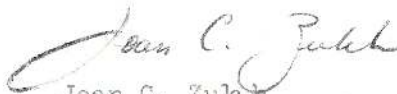
On the day that I received your 5/27 letter (wherein were listed five questions concerning your book) you had a telephone call from our assistant marketing manager, Mr. Edward Barry, who needed a photographic portrait in connection with one of the promotion schemes. Therefore, I believe you were able to get answers to your questions 2, 3, and 5 (order from Metropolitan Life, review, advertising, brochures).

Your question 1 concerned the copies for collaborators. With the exception of the copy for Dr. Stanhope Bayne-Jones (whose home address I did not have), all copies were sent on the day that I last spoke with you by phone. Dr. Bayne-Jones's copy was sent upon receipt of your letter of 5/11, wherein you listed his address.

Your point 4 concerned sending you six additional copies. These were ordered last week and, since you did not mention coming to Connecticut in the near future, have been shipped to Florida. A bill (showing the author's discount) should be enclosed in the package.

I expect that Mr. Barry informed you that the marketing-advertising-promotion plans were being carried out according to schedule. As mentioned to you previously, the Macmillan of 1965 is considerably more sophisticated than the Macmillan of the early 1950s, so you should have few worries about the appropriate people hearing about the availability of your book.

Sincerely yours,



Joan C. Zulk
Editor, Medical Department
College and Professional Division

July 19, 1965

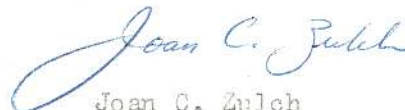
Louis I. Dublin, Ph.D.
425 Alberta Drive
Winter Park, Florida

Dear Dr. Dublin:

Enclosed herewith is a promotional piece sent this week to 8000 U.S. libraries (all public libraries with funds over \$1000, all college and university libraries, all junior college libraries, and 700 school library supervisors). As will be noted, your book is listed on page 8 of the brochure.

As requested in your letter of 6/10/65 a copy of FACTBOOK ON MAN has been sent to Mr. Irving Mushlin, general director, New York Tuberculosis and Health Association. Your comments concerning the press release associated with the name of Edwin Sader have been forwarded to our Marketing Department. I believe you have corresponded and conversed with Mr. Edward Barry of that department; in the future all comments concerning sales-marketing should be routed in that direction since Mr. Barry now has responsibility for your book.

Sincerely yours,



Joan C. Zulch
Editor, Medical Department
College and Professional Div.

P.S. When do you return to Connecticut?

July 21, 1965

Miss Joan C. Zulch
Editor, Medical Department
College and Professional Division
The Macmillan Company
60 Fifth Avenue
New York, New York 10011

Dear Miss Zulch:

Thank you for your note of the nineteenth. I am, of course, glad to know that a promotional piece has gone out to the libraries. Let us hope that this will have its effect. The libraries were active buyers of the first edition. I gave a personal copy to our local public library and the very skillful librarian remarked that it is already in constant use by readers. I shall get a note from her and pass it on to Mr. Barry, as you suggest.

More to the point, however, is the fact that I have virtually completed my memoirs. The text is already some 300 pages and is in effect a history of the public health movement during the last 60 years. I am about ready to send it to a skillful editor, who has worked with me in the past, and it should be back here and in good shape for submission to a publisher by Labor Day. Would The Macmillan Company be interested?

Sincerely yours,

Louis I. Dublin

September 29, 1966

Miss Joan C. Zulch
Editor, Medical Department
The Macmillan Company
60 Fifth Avenue
New York, New York 10011

Dear Miss Zulch:

I have just returned from New Orleans where the National Association of Life Underwriters held their annual convention, and there met with one of my old insurance friends, Mr. Robert L. McMillon, whose card and wish I am enclosing. As you will see, he requests that a copy of the Factbook on Man be charged to him but mailed to me, as he wants me to autograph it. I hope you will be good enough to take care of this matter promptly.

I was surprised that this past president of the great body of life insurance underwriters was not aware of the book and had seen no notice of it anywhere. This is probably a very general condition and it is, in my judgment, a very great mistake for your Company and for me, the author. I think it is high time that a notice of the book and of its advantages to life insurance men be sent to a sizable sampling of life underwriters, and I am confident that there would be a very good response. Those who have seen the book have told me on many occasions that they have found the volume of great value in connection with their operations.

Sincerely yours,

Louis I. Dublin

Enclosure